

August 15th & 16th, 2011
San Francisco, CA

 Gateway Management, Inc.

Human Resources

planning & analysis 2011

Strategic Workforce Planning
HR Benchmarking, Reporting and Execution
Integrated Talent Management
Predictive Analytics for HR Management
Communication and Integration
Advanced Workforce Analytics
Data Management

510-984-3026 ♦ www.gmi-solutions.com





Monday, August 15th

8:30 am	<p>Keynote Evidence-Based Decision Making for HR <i>HR decision making that reflects data driven insight and comprehensive analysis</i></p>		
9:30 am	<p>Keynote Human Capital Analytics <i>Link HR Initiatives to Business Outcomes through Workforce Analytics</i></p>		
	Track A: HR Planning & Analysis	Track B: Workforce Planning & Analysis	Track C: Data Management Planning & Analysis
11:00 am	<p>HR Planning and Forecasting <i>Implement innovative models for improved planning, forecasting and reporting</i></p>	<p>Workforce Planning Roadmap <i>A systematic framework for implementing a leading workforce planning program</i></p>	<p>Enterprise Information Integration <i>Data integration to support business decision making</i></p>
12:00 pm	Lunch and networking break		
1:00 pm	<p>HR Measures and Metrics <i>Utilize metrics and KPIs to improve HR performance</i></p>	<p>Workforce Insights and Analytics <i>Leverage workforce analytics to maximize operational foresight</i></p>	<p>Data Preparation for Analytics <i>Process plan to transition raw data to actionable results</i></p>
2:15 pm	<p>HR Scorecards and Dashboards <i>Develop and implement an effective management system to drive strategic execution</i></p>	<p>Strategic Workforce Planning Alignment <i>Link workforce planning to organizational planning initiatives- Intuit Case Study</i></p>	<p>Data Consolidation and Aggregation <i>Reduce time and improve accuracy of data collection</i></p>
3:30 pm	<p>Predictive Analytics for Human Resources <i>A data mining approach for predicting voluntary turnover</i></p>		<p>Data Process Improvement <i>Standardize data entry tools and data usage processes</i></p>
4:30 pm	Networking Reception		

Tuesday, August 16th

8:30 am	<p>Keynote Integrated Talent Management <i>An integrated approach to talent management and succession planning</i></p>		
9:30 am	<p>Keynote HR Metrics and Workforce Analytics <i>Understand the strategic importance of talent investments and Return on Workforce Investment</i></p>		
	Track A: HR Planning & Analysis	Track B: Workforce Planning & Analysis	Track C: Data Management Planning & Analysis
11:00 am	<p>Data Aggregation and Interpretation <i>Deliver meaningful information to drive better business decisions</i></p>	<p>Workforce Planning and Analytics at Work <i>Competitive advantage through workforce planning at Adobe Systems</i></p>	<p>Data Quality Analysis <i>Testing methods for optimal data</i></p>
12:00 pm	Lunch and networking break		
1:00 pm	<p>Build a HR Business Intelligence Team <i>Develop a strong fact based HR team with comprehensive data driven decision making power</i></p>	<p>HR Business Partner <i>Drive strategic workforce planning through a consultative business partnership and enhance business knowledge</i></p>	<p>Data Risk and Vulnerability Assessment <i>Protect data assets through effective threat identification</i></p>
2:15 pm	<p>HR Business Systems Planning & Analysis <i>Utilize data management, HR business systems and analytical resources to improve organizational performance</i></p>	<p>Workforce Planning Innovations <i>Maximize tools and resources available to run an optimized workforce planning program</i></p>	<p>Defining Data Ownership <i>Establish roles and responsibilities for data owners and end users</i></p>
3:30 pm	Adjourn		

Human Resources Planning & Analysis 2011



In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available data is a key factor in effective strategic planning. **Human Resources Planning & Analysis 2011** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of human capital management, workforce planning and advance analytics.

This two-track event is a very unique opportunity for those looking to expand their knowledge of human capital planning through analytics

Human Resources Planning & Analysis 2011 is a two-track event, combining HR Data Management & Reporting and Workforce Planning & Analysis. This unique program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Mornings begin with plenary keynote addresses from some of the nation's top corporate strategic planners and innovative minds, focusing on business analytics. Following these keynote sessions, attendees will then choose the track that is most relevant to their interest or role allowing attendees the opportunity to learn from case studies and in-depth learning exercises designed for specific analytical functions.

Past Presenter Organizations Include



3 Attendee Group Rate
\$ 3,995.⁰⁰

Day One

Keynote Sessions



Day One - 8:30

Evidence Based Decision Making in HR

HR decision making that reflects data driven insight and comprehensive analysis

- Link HR to the economics of the business
- Aggregate and analyze data to make more effective strategic decisions
- Optimize the quantity and quality of useful information
- Implement evolving techniques to help drive effective strategy planning and execution
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making

Day One – 9:45

Human Capital Analytics

Link HR Initiatives to Business Outcomes through Workforce Analytics

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Incorporate analytical decision making into all talent management processes
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs

Monday, August 16th

11:00 am

1:00 pm

HR Planning & Analysis

HR Planning and Forecasting

Implement innovative models for improved planning, forecasting and reporting

- Incorporate measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process

HR Measures, Metrics and Analytics

Utilize metrics and KPIs to improve HR performance

- Incorporate measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process

Workforce Planning & Analysis

Workforce Planning Roadmap

A systematic framework for implementing a leading workforce planning program

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Leverage knowledge of key workforce measures to optimize performance

Workforce Insights and Analytics

Leverage workforce analytics to maximize operational foresight

- Effective analysis that allows senior management to make more informed decisions
- Incorporate analytical decision making into all talent management processes
- Leverage knowledge of key workforce measures to optimize performance

Data Management Planning & Analysis

Enterprise Information Integration

Uniform Information Representation to support business decision making

- Cost and time saving integration processes
- Enhance search capabilities across multiple systems in one interface
- Pull together data from multiple data sources in an *ad hoc* fashion

Data Preparation for Analytics

Process plan to transition raw data to actionable results prepare

- Create a unified system of data management to support business intelligence
- Identify the needs of data analysts and end users
- Align data structure to business needs and objectives

Monday, August 16th

2:15 pm

3:30 pm

HR Planning & Analysis

HR Scorecards and Dashboards

Develop and implement an effective management system to drive strategic execution

- Implement a methodological approach managing human capital performance
- Utilize scorecards and dashboard to monitor strategic execution
- Develop timely, engaging reports with thorough analysis of results

Predictive Analytics for Human Resource Management

A data mining approach for predicting voluntary turnover

- Data driven method of developing retention strategies and plans
- Identify the predictive patterns of voluntary separation
- Develop a skills based mentality for data mining

Workforce Planning & Analysis

Strategic Workforce Planning Alignment

Link workforce planning to organizational planning initiatives

- Develop linkages between workforce planning, strategic planning and execution
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs

Predictive Analytics for Human Resource Management

A data mining approach for predicting voluntary turnover

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- Develop a skills based mentality for data mining

Data Management Planning & Analysis

Data Consolidation and Aggregation

Reduce time and improve accuracy of data collection

- Develop time efficient and cost effective data gathering strategies
- Consistently extract, analyze and collate data from a variety of sources
- Identify and evaluate process improvement methodologies for data collection

Data Process Improvement

Promote performance improvement through more effective processes

- Apply lean methodologies to data management
- Standardize data entry tools and data usage processes
- Ensure accurate information and reliable analysis

Day Two

Keynote Sessions



Day Two - 8:30

Integrated Talent Management

An Integrated approach to Talent Management and Succession Planning

- Create clearly defined linkages between talent planning processes, talent management needs and organizational strategies
- Identify core roles, manage talent needs, implement KPIs and monitor evolving trends
- Optimize performance by attracting, engaging and retaining top talent
- Ensure resourcing priorities are met through effective training, succession planning and talent development
- Lifecycle modelling for talent management and succession planning
- Develop procedures to assess, manage and reports results

Day Two – 9:45

HR Metrics and Workforce Analytics

Understand the strategic importance of talent investments and Return on Workforce Investment

- Utilize measures that drive accountability and performance
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics utilized in the forecasting process
- Utilize a manage system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

11:00 am

1:00 pm

HR Planning & Analysis

Data Aggregation and Interpretation

Deliver meaningful information to drive better business decisions

- Develop time efficient and cost effective data consolidation and aggregation strategies
- Consistently extract, analyze and collate data from a variety of reliable sources
- Implement controls to ensure data flow, integrity and delivery

Build a HR Business Intelligence Team

Develop a strong fact based HR team with comprehensive data driven decision making power

- Create a vision with effective scope and efficient resource planning
- Develop a talent acquisition plan, on-boarding strategies and team expectations
- Incorporate a culture based around business intelligence and data management

Workforce Planning & Analysis

Workforce Analytics at Work

Competitive advantage through workforce planning at Adobe Systems

- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Leverage knowledge of key workforce measures to optimize performance

HR Business Partner

Drive strategic workforce planning through a consultative business partnership and enhance business knowledge

- Align talent to strategies in order to meet organizational objectives
- Develop and foster an environment of performance optimization
- Create transparency and accountability through effective reporting

Data Management Planning & Analysis

Data Quality Analysis

Testing methods for optimal data integrity

- Institutionalize testing methods into data delivery process
- Data proliferation, completeness, redundancy and obsolescence analysis
- Identify key data elements and metrics to define "quality data"

Data Risk and Vulnerability Assessment

Protect data assets through effective threat identification

- Strategies to locate and classify sensitive data
- Identify vulnerabilities and data threats throughout the organization
- Balance data risks with business priorities and resource constraints

2:15 pm

HR Planning & Analysis

HR Business Systems Planning & Analysis

Utilize data management, HR business systems and analytical resources to improve organizational performance

- Define the mission and objectives of HR business systems
- Understand key organization structures, roles and desired outcomes of systems
- Integrate HR systems with other business systems to drive improved decision making

Workforce Planning & Analysis

Strategic Workforce Planning Alignment

Link workforce planning to organizational planning initiatives

- Develop linkages between workforce planning, strategic planning and execution
- Leverage knowledge of key workforce measures to optimize performance
- Identify key drivers for measuring and managing workforce needs

Data Management Planning & Analysis

Defining Data Ownership

Establish roles and responsibilities for data owners and end users

- Identify major stakeholders, their needs and their capabilities
- Understand each stakeholders' needs and assign roles accordingly
- Develop a data ownership hierarchy and establish accountability



A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

Network with colleagues and industry experts from different analytical functions

This unique networking opportunity enhances attendees experience both on site and through subsequent relationships built at the event.



Attendees from these companies have attended past Planning & Analysis events:

Accuray	JCI
Actelion Pharmaceuticals	JDS Uniphase
Adobe Systems	JP Morgan
Affymetri	Juniper
AGCO	FW Murphy
Alere	Gap Inc.
Allstate	Genentech
American Superconductor	Genworth
Amway	Gilead
AMICA MUTUAL INSURANCE COMPANY	Grant Thornton LLP
AppliedMicro Circuits	Hamilton Beach Brands, Inc.
Appro	Hardies
Array BioPharma	Harvard Clinical Research Institute
Audi	IHG
Atmel	IMClone
AutoTrader.com	Infinity Pharmaceuticals
Bank of the West	INGRAM MICRO
BASF	Intuit
Beekley	Jabil Circuit
Blessing Health	JCI
Bose Corporation	JDS Uniphase
Briggs International	Johnson Matthey
Cadence	JP Morgan
Carlson	Juniper
Cedar Sinai	Keurig
Celanese Corporation	Kaiser Permanente
Centura Health	KLA-Tencore
Cepheid	Lam Research
Charles Schwab	Lancer Corp
Chik-Fil-A	Land O' Lakes
Chipotle	Levi's
Chiquita	Lexis Nexis
Cisco	Liberty Mutual Group
Citrix	Life Technologies
CNN	Lincoln Industries
Comcast	McDean
ConAgra	Maxwell Technologies
Copa Airlines	Maxygen, Inc.
Cox	Macys.com
Dean Foods	Lonza
Diebold	Mercedes-Benz USA
Dolby	MGM Resorts
Dominoes	Micron Technology
EA	Microsoft Corporation
eBay	Morrison & Foerster LLP
EJ Gallo	Mutual of Omaha
Emerson	Nestle
England Logistics	NetApp
Eon US	Nike
Ericsson	Nissan
ESPN	Omniceil, Inc.
Exelon Corporation	Papa Murphy's Intl.
Expedia	PayPal
F5	Popeyes@ Louisiana Kitchen
Facebook	Procter & Gamble Company
FedEx	RCI
Ferring Pharma	Rent-A-Center
Fifth Third Bank	Research In Motion
FL Smidth	Roche
Flour	SanDisk
Foot Locker	Sara Lee
FW Murphy	Scottrade
Gap Inc.	Sephora
Genentech	Stryker
Gilead	Symantec
Grant Thornton LLP	Tibco
Hamilton Beach Brands, Inc.	Timberland
Harvard Clinical Research Institute	Tempur Pedic
IHG	Trident Micro
IMClone	URS
Infinity Pharmaceuticals	USAA
INGRAM MICRO	Visa Inc
Intuit	Vonage
Jabil Circuit	WellPoint, Inc.
	Wells Fargo
	Turner Sports

San Francisco

Area, Venue & Travel Information



Room Rate
\$ 199.⁰⁰ / night

Reservations: **(415) 512-1111**

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1105031693&key=9CA1B>

Area – San Francisco, Union Square

Located on San Francisco's historic Union Square, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue's prime location offers access to all that San Francisco has to offer. We have scouted locations throughout the city and find that The Palace Hotel, San Francisco offers among the best accommodations that we can facilitate at our negotiated rate.

Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station.

Venue – Palace Hotel San Francisco

Palace Hotel
2 New Montgomery Street
San Francisco, CA 94105



Earn CPEs

CPE Credits: 12

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

Program Level: Basic
Delivery Method: Group-Live
Prerequisites: None
Advanced Preparation: None



Human Resources Planning & Analysis 2011

Registration & Contact Information

Registration Form

Name _____

Title _____ Organization _____

Street Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

Check/Purchase Order

Credit Card

Name on Card _____

Card Number _____

Expiration Date _____ CV2 (card verification number) _____

Billing Address _____

City/State/Zip _____

Cancellation/Rescheduling Policy

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

Fees ♦ Registration

Early Registration \$ 1,599.00

Standard Registration \$ 1,799.00

3 Attendee Group Rate \$ 3,995.00

Additional Attendee \$ 1,299.00

For "Early Registration", register by May 27, 2011

Call

510-984-3026

Fax

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Online

www.gmi-solutions.com

For group discounts, packages and local information please email Alex Smith:

asmith@gmi-solutions.com